

The Petitioners:

Blueland:

Blueland is reimagining your every day essentials to end single-use plastic and provide consumers with better, more sustainable options. With over 40 patents pending, their innovative products have helped divert over 1 billion single-use plastic bottles from landfills and oceans. All products are tablet or powder formats, designed to be mixed with household tap water or used directly — saving consumers money and space while helping to save the planet. The company has been featured across top-tier media outlets such as The New York Times, Fast Company, TechCrunch, VOGUE, Wall Street Journal, Inc., and more

Plastic Pollution Coalition:

Plastic Pollution Coalition was founded in 2009 by a small group of artists, activists, scientists, and leaders to dispel myths and euphemisms such as “marine debris” and “litter” and instead, call it what it is: plastic pollution. The group pledged to raise awareness about the growing plastic pollution crisis and highlight solutions.

This petition is submitted by Blueland and PlasticPollution Coalition, and co-signed by Beyond Plastics, Plastic Oceans International, The Shaw Institute, Lonely Whale, 5 Gyres, GAIA (Global Alliance for Incinerator Alternatives), Oceanic Global Foundation, The Last Beach Cleanup, Rio Grande International Study Center, Inland Ocean Coalition, Occidental Arts and Ecology Center, Turtle Island Restoration Network, Friends of theEarth, Surfrider and MadeSafe.

Meeting Participants:

Sarah Paiji Yoo | CEO + Co-Founder at Blueland

Sarah Paiji Yoo is CEO and Co-Founder of Blueland, which is reimagining everyday products to eliminate single-use plastic packaging. Sarah is a serial retail entrepreneur passionate about sustainability and innovation. Prior to Blueland, she was a Partner at LAUNCH, a leading startup studio, and launched and operated several consumer brands including M.Gemi, Rockets of Awesome and Follain. She was previously co-founder and CEO of Snapette, the largest mobile platform for local fashion shopping, which was sold to leading e-commerce platform Pricegrabber in 2013. Sarah was featured on Season 11 of Shark Tank and has contributed to The Wall Street Journal, TechCrunch, Forbes, Time, InStyle and Glamour.

Sarah attended Harvard College and Harvard Business School and currently lives in New York City with her sons Noah and Colin, and husband Ken.

John Mascari | COO + Co-Founder at Blueland

John A. Mascari is the Co-founder and COO of Blueland. With over 40 patents and patents pending, Blueland's innovative products have helped divert over 1 billion single-use plastic bottles from landfills and oceans. All products are tablet or powder formats, designed to be mixed with household tap water or used directly — saving consumers money and space while helping to save the planet with form factors created to eliminate the need for wasteful plastic packaging and to be optimized for a lower carbon footprint.

Before Blueland, John was Co-founder and CEO of Bundle Organics. John is a graduate of Harvard Business School (MBA) and Columbia University (BA), and currently lives in Colorado.

Dr. Charles Rolsky | Senior Research Scientist at the Shaw Institute

Dr. Charles Rolsky is the Senior Research Scientist for the Shaw Institute in Blue Hill, Maine, which is a 501(c)3 nonprofit research center that focuses on connecting environmental health to human health. Charlie received his masters and PhD from Arizona State University's Biodesign Institute, where he researched plastic pollution in marine and terrestrial ecosystems. He transitioned to a postdoctoral research scholar position in Biodesign's center for Sustainable Macromolecular Materials and Manufacturing, focusing on green chemistry and sustainable materials science. Charlie is also the Director of Science for Plastic Oceans International where he focuses on creating and disseminating science for the general public. Currently, Charlie's position focuses on researching environmental contamination, which includes plastic pollution, PFAS chemicals, and harmful algal blooms. He also has a strong focus on monitoring marine species as sentinels for environmental health, including marine mammals and birds. Charlie is extremely passionate about citizen science and public outreach, with groups ranging from kids to lifelong learners. Charlie was a teacher for over 8 years and is excited to continue his mentorship through a range of internship and educational opportunities at the Shaw Institute.

Dr. Varun Kelkar | Environmental Project Manager

Dr. Varun Kelkar is an environmental project manager with an Environmental consulting firm based in AZ and also a volunteer with Plastics Oceans International. He earned his PhD in environmental engineering from Arizona State University in 2021. He specializes in plastic pollution and wastewater based epidemiology research.

Dianna Cohen | CEO + Co-Founder at Plastic Pollution Coalition

Dianna Cohen is Co-Founder and CEO of Plastic Pollution Coalition and a passionate advocate against plastic pollution. A Los Angeles based visual artist, Dianna has shown her work

internationally at galleries, foundations, and museums. She uses plastic in her artwork to make a visual and social impact. Dianna is a frequent speaker and media expert and has spoken at the UN and international conferences and symposia, and has been interviewed by *Al Jazeera*, *NBC Nightly News*, *The New York Times*, *The Washington Post*, *The Guardian*, *USA Today*, *Martha Stewart Living*, and many others. She is the recipient of the Global Green Environment Award, the Snow Angel Award, and the Environmentalist of the Year by SIMA, among others. Dianna studied Biology, Art, and Film at the University of California, Los Angeles and holds a BA in Fine Arts.

Julia Cohen | Managing Director + Co-Founder at Plastic Pollution Coalition

Julia Cohen is Co-Founder and Managing Director of Plastic Pollution Coalition, based in Washington, D.C. Julia has nearly three decades of experience in leading executive, strategic, communications, fundraising, and outreach efforts for a wide range of government, entertainment, and non-profit groups.

She has served in leadership positions with numerous organizations, including Environmental Working Group (EWG), and MADE SAFE. She serves on the U.S. Movement Support Team of the Break Free From Plastic movement. She is the recipient of the Leadership Award from Four Generation of Leaders in Clean Energy & Sustainable Solutions. Julia holds a BA in Modern Society and Social Thought from the University of California, Santa Cruz, and a Masters in Public Health from the University of California, Berkeley.

Jen Fela | VP Programs + Communications at Plastic Pollution Coalition

Jen Fela is the Vice President, Programs & Communications for Plastic Pollution Coalition. She has more than two decades of experience communicating about environmental issues for various national and international organizations, including Ecological Society of America, the International Council on Clean Transportation, and Smithsonian National Museum of Natural History. She also has extensive experience in strategic planning and managing teams to create and achieve shared goals.

Jen has dual Bachelor's degrees in Environmental Science and English/Writing from Wilkes University, and certificates in (Corporate) Sustainable Management (Duke University) and Leadership and Supervisory Management (American Society of Association Executives).

Amy Ziff | Founder and Executive Director at Made Safe

Amy is a healthy living educator with a genetic predisposition to toxicity. She's also mom to three young kids who share the same trait. Determined to make the world less toxic, Amy reached millions of parents and caregivers with her "buy better" advocacy campaigns. She blogs about the chemical world we live in on Amy Ziff's NoTox Life, and prior to founding MADE SAFE, taught classes on living a nontoxic life and co-founded the Veritey Shop, a site

comprised of safe, nontoxic products. Amy is changing the world for the healthier one product at a time, one person at a time, one home at a time. Amy has a Masters in Journalism and Communications and has been a successful internet entrepreneur.

Judith Enck | Founder and President at Beyond Plastics

Judith is the founder and President of Beyond Plastics which aims to end plastic pollution through education, advocacy, and institutional change. Passionate about protecting public health and the environment, she teaches classes on plastic pollution as a Senior Fellow and visiting faculty member at Bennington College, and was recently a Visiting Scholar at the Elisabeth Haub School of Law at Pace University. Judith has held top influential positions in state and federal government. Appointed by President Obama, she served as the Regional Administrator of the U.S. Environmental Protection Agency, overseeing environmental protections in NY, NJ, eight Indian Nations, Puerto Rico and the U.S. Virgin Islands.

Previously, Judith served as Deputy Secretary for the Environment in the New York Governor's Office, and Policy Advisor to the New York State Attorney General. She was Senior Environmental Associate with the New York Public Interest Research Group, served as Executive Director for Environmental Advocates of New York and the Nonprofit Resource Center, and is a past President of Hudson River Sloop Clearwater.

Hannah Butman | Director of Brand at Blueland

Hannah is the Director of Brand at Blueland, managing all brand marketing campaigns, namely the Pods are Plastic initiative. Prior to Blueland, Hannah has worked across a number of startups including Billie, SoulCycle and Over Easy. She has a Bachelor's Degree from the University of Richmond and currently lives in Brooklyn, NY.

Natalie Henderson | Chief of Staff at Blueland

Natalie is the Chief of Staff at Blueland, reporting to Sarah Paiji Yoo. She has spent 3+ years working on Blueland's marketing teams, working directly on Blueland's PVA campaign. She has a bachelor's degree from Harvard College and currently lives in New York City.